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Recreation Preferences of Minority People in the East Bay Area

—a pilot study

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ASSOCIATION
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GOVERNMENTS

RECREATION PREFERENCES OF
MINORITY PEOPLE IN THE
EAST BAY AREA

A Pilot Study

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THE EAST BAY REGIONAL PARKS DISTRICT

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This report is a first step towards redirecting Regional Park programs so that they better service all of the citizens of the region. ABAG and the East Bay Regional Park District wish to thank Emory Curtis and Zee Butler of PACT and Fred Sayre for their valuable consultation and assistance with this first step. Most importantly, the study team wishes to thank the survey respondents for their patience and honesty.

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INTRODUCTION

At a time when the average Californian is expressing increasing interest in the outdoor environment, there is a troublesome finding from the East Bay Community that not all members of society share in this enthusiasm. Minority citizens, particularly Blacks and Latinos, do not use the regional parklands as much as other residents do.

The purpose of this study is to find out why they don't use them, and to seek possible answers to how the traditional park suppliers might make the outdoor recreational experience more attractive, appealing, and relevant to all members of society.

There are at least two recent studies¹ which indicate that any single explanation for the non-use of parks by minorities is inadequate and inaccurate.

Whatever the case, however, the situation in which a sizeable sub-population of the Bay Area is unable to satisfactorily realize its outdoor recreational objectives is a problem that should be of primary concern to recreational planners and public park operators.

In recognition of that problem, the Association of Bay Area Governments (ABAG) and the East Bay Regional Park District (EBRPD) sponsored this pilot study to determine the outdoor recreational preferences of a sample of minority residents

1. State Department of Parks and Recreation, Recreation Problems in the Urban Impacted Areas of California, Sacramento, 1970.

County of Santa Clara Planning Department, Program for Identification of Park, Recreation and Open Space Preferences of Low Income Persons as Examined in East San Jose and Morgan Hill, San Jose, 1969.

from Alameda and Contra Costa Counties. The overall purpose of this study was to:

- Identify present minority residents' use of leisure time
- Identify what these residents would like to do with leisure time (recreational objectives)
- Identify barriers to the realization of recreational objectives
- Suggest more specific objectives and strategies for the ABAG-EBRPD parks and open space program.

This pilot study utilized a questionnaire and a Value Game whose elements were centered around the East Bay Regional Park District's present park system. In that manner, it was hoped that the results of the study would assist in making decisions about the following issues:

- What are the major immediate recreation needs which can be addressed by a regional park program?
- Why are these needs unmet?
- What must ABAG and EBRPD do to insure that low income and minority outdoor recreation needs be met?

The extent and depth of this study was severely constrained by a small budget and a limited time to complete the study. These limitations were made more severe by the lack of information on present park usage--that is, who uses the parks, when do they do it, and for what?

It must be acknowledged that this investigation did not employ rigorous statistical sampling nor analytical methods, but rather used a subjectively selected

group of approximately 50 minority individuals whom it was felt were sensitive to specialized recreation needs and demands.

The most clear implication of this abbreviated selection process was that many of those individuals chosen for interviews were not themselves the low-income residents which the study wished to investigate. They were, by and large, educated and mostly middle class members of the Black and Latin communities.

Although there is some irony in this fact, there is strong reason to believe that the study findings are still valid, and that for the purposes of this study--i.e., to determine the recreational preferences of minority residents--the survey of middle class minority viewpoints has not unnecessarily biased the survey. While it is true that there are vast differences between middle and lower income white life-styles and recreational behavior, this breach is not as pronounced in Black and Latin communities. The fact of being of minority status, regardless of income or education, draws different segments of the community closer than anything which pulls them apart. The fact that most respondents work daily with lower income community residents also lends great support to their views.

In this spirit, the study continued with the assumption that the subjectively chosen sample would be able to reflect general minority recreation demand despite the absence of sophisticated survey techniques.

It is felt that this pilot study does give some interesting and valid results, and that its findings should be considered in the operation, planning, and main-

tenance of the East Bay Regional Park System. It is also felt that these findings may be useful in other park planning efforts, such as the development of the Golden Gate National Recreation Area.

In the end, of course, the implications of this study go beyond the East Bay Community and the whole San Francisco Bay Area, and touch on the deficiencies in park operations wherever there is a significant minority population. Much work still needs to be done in this most important field, but hopefully the pilot study here has made a small contribution towards expanding the scope of the outdoor recreational experiences to accommodate a full range of society's diverse citizenry.

SUMMARY OF FINDINGS

Minority residents in the East Bay make only moderate use of the existing regional park system.

Use of Facilities

Of the 55 people included in the interview, most (61 per cent) were infrequent park users, going there once a month or less, even during the pleasant summer months. The remainder, 39 per cent, used the parks frequently, twice per month or more. Approximately half of the sample indicated interest in park use for some recreational activities which they already pursued elsewhere.







In a breakdown by ethnic group, the survey showed that Blacks tend to use parks more than Latinos. Geographically, residents of Oakland, Berkeley, and Richmond made greater use of parks than did respondents from Hayward and Pittsburg. This

reflects the fact that most of the respondent Latinos were from Hayward and that that city and Pittsburg are the two urban areas with the least identity with several Regional Parks.



PRESENT LEISURE TIME ACTIVITIES (BY LOCATION)

ACTIVITY

-  ARTS AND CRAFTS
-  ENTERTAINING
-  TRAVELING
-  READING
-  WORKING
-  HIKING
-  VISITING
-  FISHING

Needs of Minorities

There is a significant difference between frequency and type of park use presently enjoyed and that which people would like to experience. Although thirty-nine per cent (39%) of the respondents are now frequent park users, seventy-two per cent (72%) would like to be able to use parks that often. Current park uses include fishing, sight-seeing, team sports, and picnicking. If activities were provided within 45 minutes to an hour's drive from their homes, respondents would like to expand the list to include camping, swimming, hiking, and boating.

Some different responses were associated with specific urban areas within the East Bay:

- o Berkeley residents emphasized swimming, picnicking, trail, and children's play facilities;
- o Oakland respondents preferred camping, golfing, ball fields, trails, picnic grounds, and dance or entertainment areas;
- o Hayward residents mentioned all uses but fishing;
- o Pittsburg people felt all facilities were needed in their area;
- o Richmond residents wanted fishing, boating, a local recreation center, ball fields, picnic and barbeque areas, and children's play area.

All of those surveyed stressed a preference for inland active type parks, such as Tilden Park, within 45-60 minutes from their homes. Secondary in preference were inland wilderness parks, such as Sunol, and bayshore parks, like Alameda Beach, also 45-60 minutes' drive from home.¹

1. Beach might have been even more popular had the "game" presented a more attractive model than Alameda Beach.

Most people participating in the study indicated a hesitancy to pay more than a minimal fee for use of a public regional park and felt that low-income residents should be exempt from user fees. Activities for which added fees were felt justified include golfing, fishing, swimming, skiing, and tennis.

Park Needs of East Bay Minority Citizens

All Respondents and Minority Community	Blacks	Latinos	Berkeley	Oakland	Hayward	Pittsburg	Richmond
Swimming Hiking Picnicking Fishing, Boating Ball Fields Camping	 Camping Golfing	Swimming Picnicking	Swimming Picnicking	 Ball Fields Camping Golfing Dance Areas	Swimming Hiking Ball Fields Tennis	Swimming Fishing, Boating Ball Fields Tennis	Fishing, Boating Rec. Center

Reasons for Non-use

The survey uncovered seven reasons for infrequent use of parks by minority citizens. The major reason is well beyond the realm of park management: people have other priorities for spare time activity or they literally have but a few hours of spare time each week. The other six impediments to park use are within the purview of the District:

- Cost of park use
- Inaccessibility of parks
- Overcrowding in parks frequented by minorities

- Park activities are not often geared to minority interests
- Lack of advertising or promotion of parks to attract minorities
- Minorities sense hostility and disdain from other park users, employees, and rangers.¹

1. Respondents cited instances in which groups of minority picnickers were given undue attention by rangers throughout their stay in particular parks.

METHOD

The study sought to collect primary data from East Bay residents to determine their preferences for outdoor recreation. The method chosen was a survey questionnaire and a simulation game.

Fifty-five minority group leaders and opinion-reflectors¹ with insights into recreation preferences of East Bay residents were interviewed in person over a six-week period. The demographic mixture is illustrated below.

Respondents to the Questionnaire (Interview)

	<u>Berkeley</u>	<u>Oakland</u>	<u>Hayward</u>	<u>Pittsburg</u>	<u>Richmond</u>	<u>Total</u>
Black	7	8	0	6	7	28
Latino	1	4	11	3	3	22
Asian	1	1	1	0	1	4
Native Amer.	0	1	0	0	0	1
Totals	9	14	12	9	11	55

The Questionnaire

The interview was conducted around a questionnaire format. It collected demographic characteristics (age, race, family size, ethnic origin of people with whom respondent works or affiliates) and then queried respondents on their leisure time activities, vacations, park activities, desired outdoor activities,

1. ABAG chose 55 community spokesmen with the aid of a social consultant. As indicated on page 2 of the Introduction, this method is not statistically based. Nonetheless, for the reasons stated in the Introduction, the study findings are accepted as valid indicators of overall minority feelings and behavior.

barriers to greater or more enjoyable park use, and approximate trip time to parks. It finally solicited criticism of the Regional Park District. Respondents were asked to describe their own experiences and those of friends, neighbors and associates.

Various combinations of answers were designed to indicate present demand, barriers, latent demand, and willingness to travel. Some questions were asked in different ways to double check previous answers because it was suspected that interviewees often express an unconscious bias for some activities which in fact do not usually really interest them.

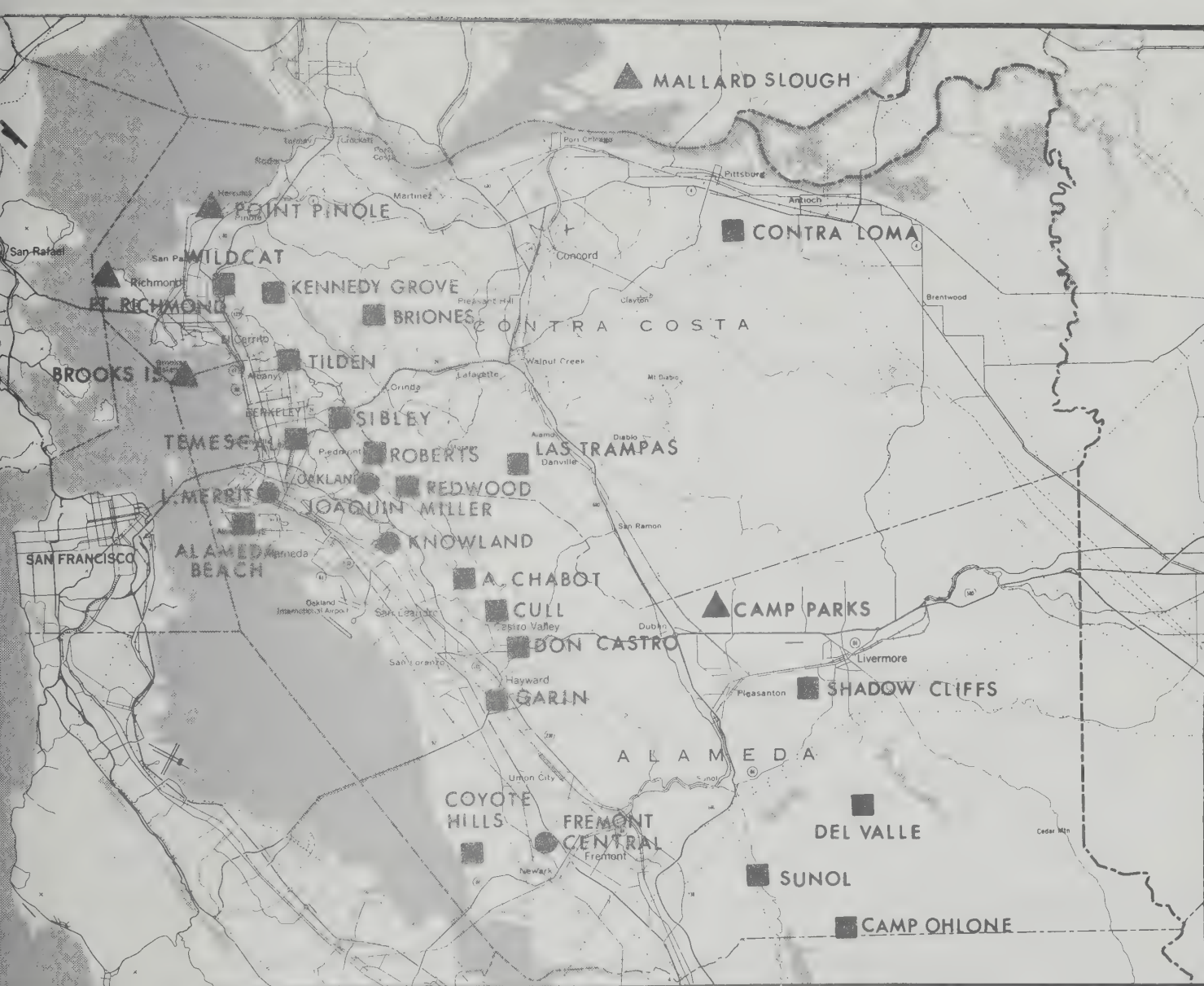
Most of the interview questions were open-ended, although¹ the respondent was provided with hints or suggestions to stimulate types of answers. As the interview progressed, respondents were encouraged to discuss outdoor experiences to which they had not been previously exposed. They were asked to consider quiet, wilderness² types of experiences, along with the more active and perhaps more accessible developed park activities.

The Game

The second data collection device, the simulation game, was distributed to respondents at the conclusion of the interview. The game was called You're

1. See sample Questionnaire in Appendix I.

2. Wilderness, in this report, shall primarily mean a natural park setting for camping, picnicking, hiking, etc. It does not mean a totally undeveloped setting, although some respondents are attracted to wilderness in that more traditional sense.



East Bay Regional Parks

● LARGE CITY PARKS

■ EXISTING REGIONAL PARKS

▲ PARK LAND FOR DEVELOPMENT

ARCHERY: A. Chabot, Redwood, Sunol, Tilden, Briones

BEACHES: Alameda Beach, Cull, Temescal, Tilden (Anza), Contra Loma, Don Castro, Shadow Cliffs, and Del Valle.

BICYCLING: Coyote Hills Regional Park, Lake Chabot.

BOATING: Cull, Lake Chabot, Temescal, Del Valle, Don Castro, Contra Loma, Shadow Cliffs.

FISHING: Alameda Beach, Cull, Lake Chabot, Temescal, Tilden (Anza), Don Castro, Del Valle, Contra Loma, Shadow Cliffs, Pinole Point.

GOLF: A. Chabot (Willow Park Public Course), Tilden, leased facilities.

HIKING: All Parks.

HORSE TRAILS: All parks except Alameda Beach, Temescal, Berkeley, open space reserve, and Pinole Point.

LAKES: Cull, Chabot, Temescal, Tilden (Anza, Jewell), Don Castro, Contra Loma, Del Valle, Shadow Cliffs.

LITTLE FARM: Tilden

MERRY-GO-ROUND: Tilden

MODEL RAILWAYS: Tilden

MODEL BOATS: Shadow Cliffs

NATURE PROGRAM: Alameda Beach, Sunol, Tilden, Coyote Hills.

MEETING ROOMS: Temescal, Tilden

PICNICKING: All Parks

PONY RIDE: Tilden and A. Chabot Equestrian Center

MARKSMANSHIP: Marksmanship Range in A. Chabot only.

SWIMMING: Alameda Beach, A. Chabot (Willow Park Public Golf Course), Cull, Roberts, Temescal, Tilden (Anza), Contra Loma, Don Castro, Del Valle, Shadow Cliffs.

A complete list of existing regional parks is underlined above.

the Director, and in it,³ the player was given the opportunity to play the director of a Regional Park System. He or she was asked to allocate money for a variety of park-related expenses, including land, maintenance, park facilities, and transportation improvements. It allowed players to display preferences between active and passive facilities, and between inland and bayshore environments. The game provided players an opportunity to buy those facilities and to design the park systems most responsive to minority needs as identified in the interviews.

Finally, by allowing the player to design a park system, the Game forced the Player into making hard choices among desirables--the problem that actually exists in park design. Thus, in playing the Game, the Player established a priority ranking among competing recreational desires.

The results from the questionnaire and the game were analyzed separately⁴ and researchers then looked at combined analyses to determine the recreational preferences of minority residents of Alameda and Contra Costa Counties.

3. To play, a person surveys the various items provided on each park or colored sheet (perforated and stamped with item names and fixed costs); consults with friends and family to establish a list of priorities desired for their community; selects and tears the appropriate items from their respective sheets and drops them in an envelope. Players are constrained by the \$2,000 limit and a required minimum number of items from each category (land, facilities, etc.). For sample Instructions, see Appendix 2.

4. See Answer Analysis Sheet, which groups similar questionnaire answers into indices of present and latent demand, willingness to travel, etc. in Appendix 3.

FINDINGS

1. Questionnaire¹

The interview instrument was developed to identify (55) respondents' demand for outdoor recreation, their willingness to travel to open space activities, their willingness to pay for different activities, and barriers preventing greater park use. It was also designed to elicit each respondent's assessment of his community's park-related behavior and latent interests. The results are presented below.

Demand for Outdoor Recreation (Present Use)

Most of the questions in the interview were proposed to determine either present or desired park use. The survey found that respondents spend most of their spare time working at home or in community activities, traveling, reading, fishing, or visiting friends and relatives. Single people seem to be the most outdoor oriented (traveling and going to the beach). There is no significant

1. Respondents to the Questionnaire (Interview)

	Berkeley	Oakland	Hayward	Pittsburg	Richmond	Totals
Black	7	8	-	6	7	28
Latino	1	4	11	3	3	22
Asian	1	1	1	-	1	4
Native Amer.	-	1	-	-	-	1
Totals	9	14	12	9	11	55

distinction between activities of the four age groupings or of the two major ethnic groups, Blacks and Latinos.¹ There is, however, a distinguishable difference between what residents of the five cities say they do in spare time. Pittsburg respondents, for example, favor fishing, while those from Berkeley spend more time with hobbies and partying.

<u>Berkeley</u>	<u>Oakland</u>	<u>Hayward</u>	<u>Pittsburg</u>	<u>Richmond</u>
Arts & Crafts	Work	Read	Fish	Travel
Party	Read	Visit	Work	Work
Travel		Hike		
(Equal responses)		(Equal responses)		

By contrast, respondents feel their minority community as a whole spends most of its spare time partying, visiting, and playing team sports.

<u>Respondents</u>	<u>Community</u>
1. Work	1. Party
2. Travel	2. Visit
3. Read	3. Team Sports
4. Fish	
5. Visit	

Cross-tabs by age, family size, race, or location did not reveal major² deviations. Both Latinos and Blacks indicate that their communities enjoy partying; Latinos also observe lots of visiting, while Blacks are more prone to reading and team sports as major diversions.

1. The Asian and Native American sample size was too small for significant deductions.

2. See map in Appendix 4.

It would seem, from the above, that neither respondents nor their respective communities are "park-oriented". The study does, however, provide more insight into the character of present demand.

The majority (60 per cent) of respondents use parks once a month or less, but 62 per cent use parks between once and three times a month, and 39 per cent use them at least twice a month. The study uncovered no Regional data with which to assess whether this rate of once a month is a relevant indicator for the Bay Area. For the purposes of this study, those respondents falling in the "less than once a month" and the "once a month" categories are labeled as infrequent users and those in the "once a month to once a week" and "once a week or more" classes are frequent users. Most of the respondents, therefore, are infrequent users.

Frequency of use declines with the age of the respondents.

	<u>20-30</u>	<u>31-40</u>	<u>41-50</u>	<u>51-</u>
Frequent				
(2/month or more)	56%	33%	27%	25%
Infrequent				
(1/month or less)	44%	67%	73%	75%

Surprisingly, large families rarely use parks (90 per cent infrequent users). This could be due to three factors discussed later: cost of park use, availability of transportation, and lack of family areas, i.e., where all ages can engage in various activities within close proximity.

Blacks are more often frequent users than are Latinos (52 per cent Blacks and 28 per cent Latinos) and Hayward and Pittsburg are the cities with least frequent park usage.

Respondents indicate that the balance between frequent and infrequent park users is fairly even in the minority community (47 per cent frequent and 53 per cent infrequent). The average user attends between one and three times a month.

Again, Blacks feel their neighbors are more frequent park users than are Latinos.

	<u>Blacks</u>	<u>Latinos</u>
Frequent	57%	41%
Infrequent	43%	49%

The big park users in minority communities seem to be in Berkeley, Oakland, and Richmond.

	<u>Berkeley</u>	<u>Oakland</u>	<u>Hayward</u>	<u>Pittsburg</u>	<u>Richmond</u>
Frequent users (community)	56%	57%	25%	56%	45%
Frequent users (respondents)	55%	50%	18%	26%	45%

Although respondents visit parks between one and three times a month, analysis of the list of activities identified for present use of spare time reveals that 74 per cent of the respondents could spend between one-half and three-quarters of their outdoor spare time in Parks.¹

1. Save for the older respondents, cross-tabs by race, age, location, etc. do not reveal any major deviation from this tendency. Those respondents over 50 present many fewer park-related activities.

Sixty-two per cent of the spare time activities of the minority community-at-large could be park-oriented. Notably, the Pittsburg community only had 33 per cent of its present activities in this category. In more than half of the cases, park type facilities could accommodate the outdoor activities of the East Bay minority community. This might simply indicate that people place park-oriented activities low on their list of priorities, that people find non-park sites more convenient, or that there are a number of factors, barriers, preventing greater park usage.

In an area replete with wilderness acreage, it is important to know the demand for trails, woods, camping areas, streams, etc. When asked specifically about wilderness activities they enjoy doing, 29 per cent responded with hiking, 20 per cent with camping, and 16 per cent said they liked going to the beach. Yet wilderness activities are not presently high priorities for the use of spare time. Seventy-three per cent of the respondents spend one-fifth or less of their spare time in the types of activities mentioned above.

When respondents do seek wilderness experiences, Latinos are more enthusiastic about hiking than are Blacks (45% to 12%). Blacks prefer camping, fishing, and passive outdoor recreation more than do Latinos (39% to 15%).

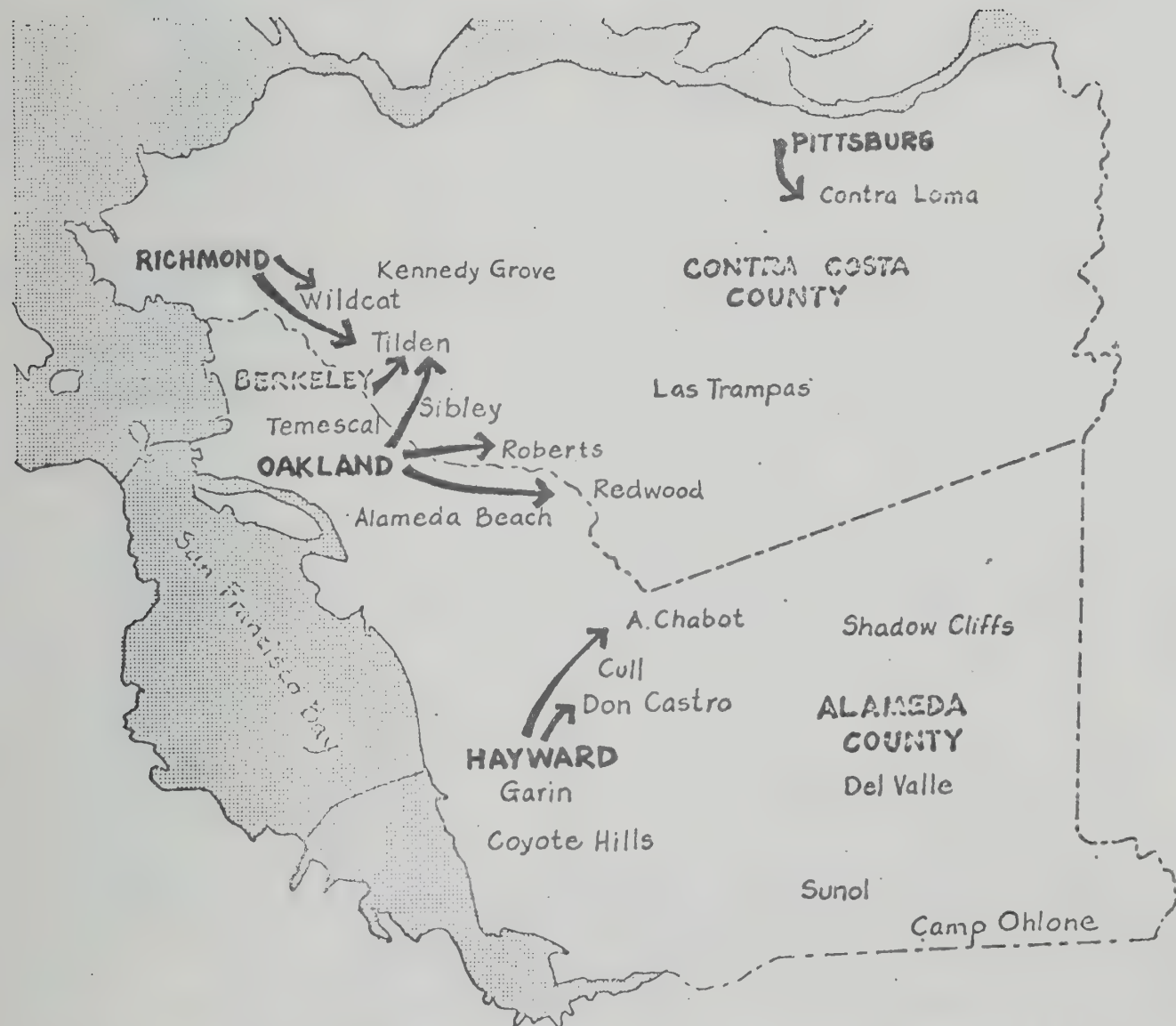
Respondents felt that the community generally reflected their own interest in the wilderness. When asked the degree to which the community would like to have wilderness experiences, most responded "some". Blacks were somewhat more skeptical than were Latinos.

	<u>All Respondents</u>	<u>Blacks</u>	<u>Latinos</u>
None	9%	14%	0%
Some	55%	46%	68%
Great Deal	36%	40%	32%

Respondents tend to favor active park pastimes versus secluded wilderness ones. This is borne out further by the specific parks most frequented. City or neighborhood parks were most frequently mentioned, Knowland being the most popular of these, followed by Regional Parks Tilden, Roberts, Redwood.

Use of Regional Parks seems somewhat geographically determined. Berkeley residents frequent Tilden; Oakland residents go to Roberts or Redwood; Hayward residents frequent Chabot and Don Castro; Pittsburg residents use Contra Loma; and Richmond residents go to Wildcat Canyon-Alvarado.¹

1. See Appendix 5.



**EAST BAY REGIONAL PARKS MOST FREQUENTLY USED
(BY LOCATION)**

In summary of the present park demand, it can be said that respondents and their neighbors spend much of their leisure time pursuing non-park activities, that the park activities pursued are mostly non-wilderness and that people primarily use Regional Parks closest to home.

Latent Demand

The interview was intended to find out what people do with their spare time, as well as what they would like to do. Many of the questions gathering this information were geared for outdoor responses, but they did not preclude indoor and non-park activities.

Respondents indicate that they would like to spend more time outside, that they would like to have more park, even wilderness experiences. In general, they want to hike, fish and camp more.

Hike	18%
Fish	14%
Camp	13%

The desired activities seem markedly different from the actual ones presently pursued. Interestingly, single people express a desire to travel, picnic, and swim. Couples are most interested in going to the beach, while large families express a strong preference for hiking. Latinos emphasize going to the beach, riding horses, and swimming, while Blacks express traveling as a predominate preference. Pittsburg citizens differ from other respondents in their lack of interest in camping and their high preference for reading out of doors. Richmond respondents are the most bent on traveling to sightsee or to visit friends.

Respondents identify an even greater range of desired activities for others of the minority community.

Fishing, Boating	13%
Arts and Crafts	13%
Golfing	9%
Picnicking	9%
Swimming	9%

Ethnic affiliation and location do affect the distribution of this index. Latinos express strong preferences for picnicking, hunting, and swimming; while Blacks express preferences for golfing and playing tennis.

Latent Demand Preferences

<u>Berkeley</u>	<u>Oakland</u>	<u>Hayward</u>	<u>Pittsburg</u>	<u>Richmond</u>
Swim 29%	Golf 20%	Swim 23%	Fish, Boat 22%	Fish, Boat 25%
		Arts & Crafts 23%	Party 22%	Hunt 17%
			Tennis 22%	

Latino

<u>Berkeley</u>	<u>Oakland</u>	<u>Hayward</u>	<u>Pittsburg</u>	<u>Richmond</u>
Swim	Picnic 40%	Arts & Crafts 25%	Fish, Boat 50%	Hunt 40%
		Swim 25%	Party 50%	
		Picnic 17%		

Black

<u>Berkeley</u>	<u>Oakland</u>	<u>Hayward</u>	<u>Pittsburg</u>	<u>Richmond</u>
Evenly distributed	Golf 22%	-	Tennis 29%	Fish, Boat 29%

Recall that about 40 per cent of the respondents are frequent park users, at least twice a month. Seventy-two per cent (72%) would like to be able to use

the parks that often. Respondents indicate that they would specifically like to picnic if they could get to a park more often. They feel the minority community would like to use the parks a great deal more to hike, fish, or picnic. Ninety-two per cent (92%) of respondents feel that others would want to go to parks at least once a month, and forty-six per cent (46%) felt that others would use parks for various activities at least once a week.

Respondents show a strong desire to increase their own wilderness experiences--¹ 81 per cent would like to go to wilderness parks between 1-4 times a month. They are most interested in hiking (38 per cent), camping (19 per cent), and going to secluded beaches (18 per cent). This represents a considerable deviation from present frequency of wilderness experiences; it represents an important latent demand.

When asked whether neighbors and fellow minority citizens would travel to wilderness areas if transportation and lodging were provided at cost, 80 per cent responded affirmatively. Blacks were more enthusiastic than were Latinos, 91 per cent to 71 per cent.

Of the Black respondents, Oakland residents were least optimistic (63 per cent); of the Latinos, Pittsburg residents were least positive (67 per cent). The same proposition for ski areas drew only 56 per cent positive responses.

Respondents are all desirous of more leisure time and of more convenient facilities to accommodate their current demand. Further, there is a demand for outdoor,

1. Cf. Footnote 2 on Page 7 of this report.

park, and wilderness facilities which is not indicated by present recreational behavior. When respondent latent demand activities are compared with present use indicators, interesting patterns emerge. Half of the 55 respondents are spending their leisure time as they really wish to do, i.e., given access to other leisure activities they would do more of what they do now. The other half do not display a similarity between present use and latent demand. They would try other activities if presented the opportunity. A manifest latent demand, i.e., a desire to do something different with spare time, is most obvious in the following groupings:

Couples
 Latinos in Pittsburg and Richmond
 Blacks in Pittsburg
 People who have lived in their area
 for 4-6 years.

Thus, there is a demand and a need to provide more adequately for present uses as well as a need to increase park opportunities, particularly in Pittsburg.

Appendix 6 provides an indication of the type of facilities needed to meet this minority demand. It would seem that much of the minority demand for parks and open space could be accommodated by the provision of facilities within the scope of the present park program.

Barriers

The demand section of the questionnaire findings uncovered discrepancies between actual and potential or present and desired park use, and discrepancies between present frequency and desired frequency of park use. It was obvious that a lack of adequate facilities in areas like Pittsburg would help explain unsatisfied

demands. Although insufficient supply of facilities may explain some unmet demands, there are some far more complex factors operating against East Bay minority residents.

Respondents indicate that the two primary obstacles to their and their neighbors' use of parks, particularly Regional Parks, are lack of time or the existence of other priorities for use of leisure time, and the cost of using park facilities. The first obstacle should not be of concern to the District, unless minorities are placing other leisure time priorities above park activities as a reaction to negative or uninteresting park experiences. Certainly, we all have the right to choose favorite pastimes, but we should also have the opportunity to be exposed to different experiences as we establish priorities.

The cost associated with park activities is a matter that should concern the District, since it not only has a prohibitive influence but is a factor which the District can regulate. If families realize they have to buy equipment, travel forty-five minutes in a crowded car or on a bus, and have to pay parking, entrance, or activity fees, they are likely to bypass the park experience. Ninety per cent (90%) of the respondents stipulate that fees should be minimal or non-existent for minority families, since many such families are in low-income brackets and are large in number. Most respondents are sensitive to the need for additional non-tax park income and concede that some are fee-legitimate activities.

<u>Fee-Legitimate Activity</u>	<u>Per Cent of Respondents Choosing the Activity</u>
Golfing	13%
Fishing	11%
Swimming	11%
Skiing	11%
Tennis	9%

The study findings indicated earlier that minorities primarily use parks which are close to their neighborhoods. Some of the barriers to extended park use include lack of transportation, distance to facilities, and poorly located facilities. Attractive Regional Parks appear to be either too far away or too closely associated with a "white" neighborhood.

Presently, respondents use cars--rarely walk, and never ride buses--when traveling to parks. Respondents are more mobile than others in the minority communities due to higher income and job status. Thirty-nine per cent (39%) drive up to 30 minutes, and forty-three per cent (43%) drive 60 minutes or more to go to parks. They consider the minority and low-income community much less mobile and less tolerant of long drives. Although accessibility to cars may be less, most people in the community can get rides. Fifty-nine per cent (59%) of the respondents say people will drive up to 30 minutes, while only twenty-two per cent (22%) feel the community drives 60 minutes.

Given uncrowded and well maintained facilities, fifty-two per cent (52%) would drive up to 30 minutes; forty-three per cent (42%) of the respondents would drive 60 minutes or more. Respondents indicate that camping, hiking, and beaches are the attractions which are most worthy of long drives. Given ideal conditions, respondents feel most of the minority community would drive or be driven an average of 45 minutes to park activities.

<u>Ages</u>	<u>Drive</u>	<u>Walk</u>	<u>Bus</u>
0-9	30 min.	15 min.	
10-17	30-60 min.	15 min.	30 min.
18-20	30-60 min.		
21-60	30-60 min.		
61-	60 min.	5 min.	30 min.

Analysis of present versus projected travel times reveals an insignificant difference for the East Bay minority community.

Average Travel Times (by Car)

	<u>Present</u>	<u>Projected</u>
Respondents	47 min.	44 min.
Community	38 min.	45 min.
Aggregate	43 min.	45 min.

These travel times place minority residents with cars within access of much of the Park District.¹ Poor access to cars and lack of convenient public transportation are, therefore, the critical elements of what is described as the transportation barrier.

Fourthly, respondents feel that existing Regional Park facilities do not encourage or permit interesting activities. This criticism is an expression of respondents' need for active versus passive recreation in parks. In the same vein, respondents complained of insufficient facilities. They do not feel, however, that these park deficiencies were salient barriers for the minority community as a whole.

1. See Maps in Appendix 7.

Fifthly, respondents refer to poor park promotion, advertising or education in minority neighborhoods and schools as a critical short-coming of the District. Many people are either unaware of Regional Parks and their activities, or feel that they are directed towards another constituency. There is no evidence, state respondents, that the East Bay Regional Park District is anxious to have minorities use park lands. The lack of advertising is a more serious barrier for the minority community as a whole, since respondents are more involved in organized community groups which consciously explore recreational opportunities and are aware of District services.

Sixthly, respondents complain of over-crowded conditions. Obviously, minorities feel or are made to feel more comfortable in those city and Regional Parks close to urban centers where there are heavy concentrations of Black and Latino residents. These parks, therefore, attract some white and many minority city-dwellers and quickly become crowded, especially on week-ends and holidays.

Finally, the lack of minority-directed park promotion creates doubts as to the District's intentions of serving all of its constituents. The hostility which respondents say the community experiences or senses in some Regional Parks secures those doubts in many minds. Respondents insist that minority groups are often watched closely by rangers or treated discourteously by other park visitors. Even though this critique was not mentioned with the frequency of others, it poses a serious and invidious barrier.

Latinos are more concerned about overcrowding and cost than are Blacks, who are most critical of the lack of promotion and education. The urban area

breakdown reveals equal awareness with most barriers save for Berkeley's lack of concern for the distance problem and Pittsburg's lack of concern for cost. The list below provides a more precise analysis of area-specific concerns.¹

- BERKELEY

Strong emphasis on the need for transit service, yet little attention to distance as an obstacle. Very much concerned about the lack of minority-directed advertising/education by Parks. Least impressed by the "hostile" atmosphere in hill-side parks.

- OAKLAND

Not tremendously concerned about cost, but reflects the other concerns of the total group.

- HAYWARD

Very sensitive to the need for advertising/education, but does not feel there is a lack of interest in park-related activities. There is, more precisely, a lack of opportunities.

- PITTSBURG

Fits the norm.

- RICHMOND

Most concerned about oppressive police and ranger behavior in Local and Regional Parks.

The following chart summarizes the barriers to greater minority group park use.

1. See Appendix 8.

<u>RESPONDENTS</u>	<u>BARRIERS</u>	<u>COMMUNITY</u>
34%	Lack of interest, other priorities	21%
25%	Cost of use	16%
9%	Distance, poor location, lack of transportation	21%
14%	Uninteresting activities, insufficient facilities	-
-	Lack of advertising/education promotion	14%
12%	Crowded facilities	-
-	Hostile atmosphere	8%

11. Game

The Regional Parks Game is a means of testing, substantiating and elaborating on the findings of the interview-questionnaire. Here, questionnaire respondents and acquaintances have an opportunity to provide some of the needed facilities identified in the questionnaire. In general, the game results corroborate the findings of the questionnaire.

Thirty-one of the fifty-five games distributed were returned. The matrix depicted below provides the demographic breakdown.

	BERKELEY	OAKLAND	HAYWARD	PITTSBURG	RICHMOND	TOTALS
Black	6	4	-	1	5	16
Latino	1	2	3	2	3	11
Asian	-	-	-	-	2	2
Native Amer.	-	2	-	-	-	2
TOTALS	7	8	3	3	10	31 ¹

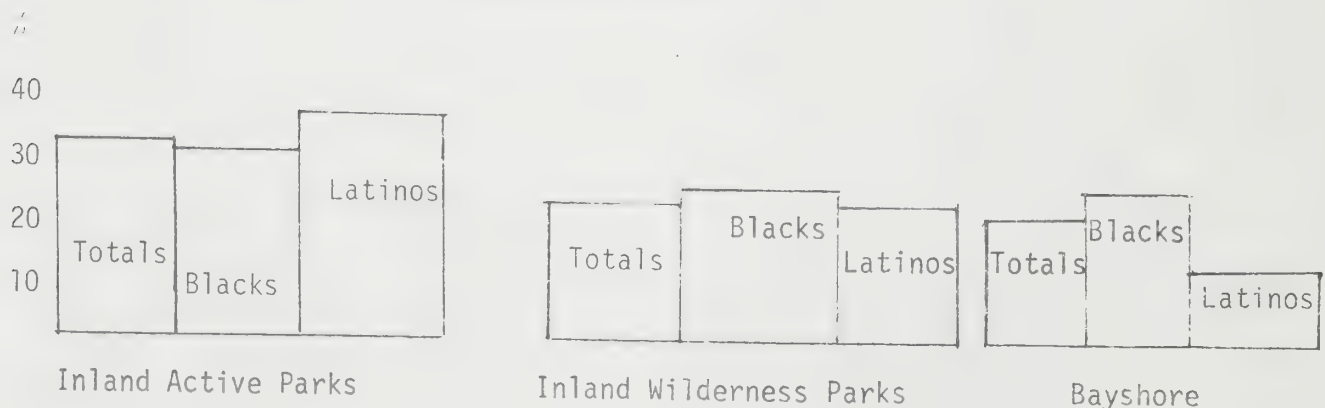
1. Approximately 90 people were contacted through the game, since the average number of game players per game set was three.

Results of Game

Respondents would prefer to develop (and hence use) Inland Active (IAP) types of parks more than any other. Preference for Bayshore (BS) and Inland Wilderness Parks (IWP), however, are a clear and not too distant second. Neighborhood Recreation Areas (NRA) are consistently well ahead of the Waterfront Parks (WF). In general, therefore, these respondents want a balanced facility system containing active and passive recreational opportunities.¹

Blacks and Latinos prefer Inland Active Parks to all others. Latinos² are also impressed with the need for Neighborhood Recreation Areas, while Blacks request considerable Bayshore development. Native Americans demonstrate an overwhelming concern for Inland Active Parks and Asians spread their requests equally among Inland Active Parks, Bayshore and Inland Wilderness Parks.

Park Preferences³



1. See Appendix 9.

2. See list of items offered for each Park type in Appendix 10.

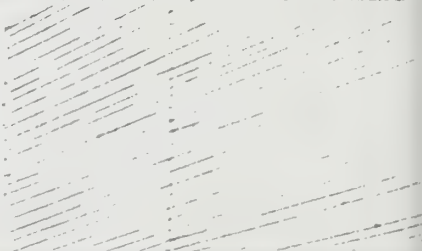
3. The percentage shown represents the per cent of each group's population choosing as preferred the type park indicated.

Respondents further identified facilities which they would like to see provided in the Regional Parks. They generally felt that Inland Active Parks should provide picnic areas, hiking trails, children's play areas, and ball fields. Inland Wilderness Parks should provide camping areas with hook-ups, picnic grounds, trails and fishing streams and lakes. Finally, Bayshore Parks should provide refreshment stands, hiking trails, beach and related activities, and campsites.⁴

4. See graphs for racial breakdowns in Appendix II.

The following table illustrates the type facilities requested by each city for Regional Parks.

Facilities Requested for Regional Parks¹

	Inland Active	Inland Wilderness	Bayshore	Summary	Totals (from total sample)
Berkeley	Children's play Bike trails Walk trails Ampitheatre	Campsites Picnic grounds Fishing	Hike trails Picnic Swim beach Refresh. stand Zoo	Trails Picnic areas	Picnic areas ² Trails Children's pl
Oakland	Golf Children's play Picnic and bar- beque Archery Ball fields and courts	Campsites Picnic Canoes Woods Mt. trails	Refresh. stand Camping Wildlife pres. Hike trails	Picnic areas Camping Trails	Campsites Trails Ball fields a courts Picnic areas
Hayward	Picnic areas Camping Walk trails	Picnic areas	Hike trails Swim beach Kiddie swim area	Picnic areas Trails Swimming	Picnic areas Fishing Campsites
Pittsburg	Children's play Picnic and bar- beque Fishing Tennis courts Walk trails	Nature trails Camping Fishing Picnic areas	Fishing Hike trails Campsites Refresh. stand Picnic areas Kiddie swim	Picnic areas Fishing Campsites Trails	Picnic areas Fishing Trails Campsites
Richmond	Picnic areas Children's play Ball field and courts Hike trail	Picnic areas Campsites Fishing	Fishing Kiddie swim Swimming beach	Fishing Picnic Swimming	Ball fields a courts Picnic areas Children's pl Fishing
Totals (taken from total sample, not just priorities above)	Picnic areas Hike trail Children's play Ball fields and courts	Campsites Picnic areas Trails Fishing	Refresh. stand Hike trail Swim beach Campsites		

¹Graphs depicting proportions are in Appendix II - "Facility Distribution in Popular Park Types".

²Picnic areas should include barbeque pits.

This table substantiates the earlier contention that given ideal conditions and opportunities respondents' preferences are only slightly in favor of active facilities; they certainly do not want only those things which a park like Tilden provides. The facilities of primary interest are picnic areas, campsites, and swimming facilities. They tend to prefer picnicking in a Tilden or Sunol type environment, but will camp or swim wherever there are clean, convenient facilities (inland or bayshore, active or wilderness).

Although inland is preferred to bayshore, and active to wilderness, those distinctions are somewhat specious, since people tend to request trails, campsites, picnic areas wherever provided in the game. Major exceptions to the practice of choosing an item regardless of the park type are: fishing in Wilderness Parks, and swimming by the Bayshore. Save for those exceptions, respondents are more concerned with the provision of specific facilities than with the park environment within which the facilities are located.

Questionnaire - Related Game Results

The 55 questionnaire respondents indicated that they would like to do more hiking, fishing, camping, and that the minority community would enjoy arts and crafts, golfing, picnicking, and swimming in addition to the aforementioned activities. While playing the Regional Parks Director, thirty-one respondents showed strong preferences for all but golf. Thus, as stated earlier, game results generally corroborate questionnaire findings.

It is interesting to note, however, the particular inconsistencies between each area's major demand conclusions from the questionnaire and the facilities chosen in the game. Berkeley and Hayward had requested more swimming facilities but failed to provide them in the game.¹ Oakland failed to provide a golf course, requested in the interviews.² Pittsburg failed to provide swimming facilities, tennis courts, and ball fields even though they were all inexpensive game items. Richmond provided all of the facilities for which it had indicated a demand.

Through the same sort of questionnaire-game analysis, some of the reasons for park non-use can be examined. Of the major barriers cited, three can be remedied by game choices: distance, poor location, and lack of transportation; uninteresting activities; and lack of advertising, education or promotion.

The first is addressed through the game's Accessibility Items. The overwhelming choices in that category were Inland Active Parks and Inland Wilderness Parks "Provide bus service to the park." Only Oakland³ and Pittsburg deviated. Thus, adequate transit to parks remains a vital concern of minorities.

Respondents generally chose those Facility Items for which they had expressed a latent or unsatisfied demand; thus addressing the second "barrier".

1. Swimming facilities are a moderately priced item in 3 of the parks.

2. Golf courses were expensive game items.

3. Oakland players chose the item labeled "Develop a bus station, motel and parking lot", while those from Pittsburg selected "Improve the road system, within the park".

Finally, the Inland Active Parks and Inland Wilderness Parks have "park:promotion" items with which to address the problem of inadequate advertising, a strong concern of the Hayward and Berkeley samples. The game players list the Inland Wilderness Park promotion item as a second priority Maintenance Item. Hayward players specifically emphasize the promotion need for Inland Active Parks, but Berkeley respondents are more concerned about Park Grounds Keepers, Recreation and Security staff. Most game players request grounds keeping at all parks, which might indicate that the parks they now frequent are not particularly well-maintained. This might also be more of a commentary on local parks.

Other barriers identified in the questionnaire could not directly be addressed through the game.

IMPLICATIONS

Introduction

The study has found that minority groups in the East Bay Area make only moderate use of outdoor recreation facilities. It has also found that the great majority of those surveyed would like to use the park system more than they do at present. The implication of such a conclusion is that the Park District is not meeting the needs of this population group.

Many of the obstacles keeping minority members from the regional parks are well beyond the scope of the Park District's authorities. The study has revealed, for example, that a great number of minority people simply do not have the time for outdoor recreation. If this is a problem, it is a societal one, and no single public agency can deal with it by itself. It takes no profound sociological investigation to conclude that the standards of living, perhaps the quality of life, of low-income and minority Americans is frequently less than that of society as a whole.

If the Park District cannot expect to deal with these larger issues, it can, still, in its analysis of outdoor recreation behavior of a particular population group, look for possible park-related issues. These problems may not be the main cause of low use of the park facilities, but they might be those over which Park District policy could have the greatest impact.

Some of the study findings may have such direct implications to the management of the Park District, to the facilities provided, and to the criteria for future acquisition of park sites.

Facilities Available

One of the implications of the findings on desired activities in the parklands is that the district may not be providing the right facilities for minority users.

Certain questions in the survey brought repeated responses that there should be more facilities for both active athletic events (baseball, basketball, etc.), and for more social and entertainment opportunities (dancing, music, etc.).

The implication here is that the District should perhaps begin providing certain facilities not hereto considered appropriate in a regional park, where the greatest emphasis has always been on appreciation of the natural environment.

Further, the district might begin negotiating cooperative agreements with local park districts to have them provide facilities such as basketball or tennis on East Bay Regional Park District land. This survey has found desires and interests different from certain traditional needs, and in that the regional parks are supported by the general population, these additional interests should be considered.

Psychological Barriers

A second major finding of the study was that certain respondents noted significant psychological barriers to using the park system. The most frequently cited example was what minority people felt to be sometimes hostile and excessive surveillance by rangers and park district staff. These apprehensions may be further exacerbated by the fact that in the parklands the majority of the users are not minority group members. For these reasons, many respondents indicated that they are made to feel strangers in their own park system.

Costs

Minority families are sensitive to user fees and other costs. This again should not be a surprising finding in that many minority recipients also happen to be of lower income. To what degree the imposition of user charges is a genuine deterrent to park use among minorities is not clear from this initial study. The survey did nonetheless find respondents saying that they felt costs for parking and entering were obstacles, and that use might in fact increase if there were some arrangement where some of these costs could be altered.

Access

Many of the minority respondents are clearly less mobile than the average East Bay citizen. This is suggested by the finding that respondents generally would not want to travel beyond 45 minutes to outdoor facilities and by the probable low incidence of auto ownership.¹ It is also corroborated by the finding that those regional parks receiving the highest incidence of minority use, Tilden, Roberts, and Knowland, are located closest to urban areas.

The implications to this finding are that the district perhaps should put a greater priority on acquisition and development closer to existing urban areas, at the possible sacrifice of a more physically suitable site located a greater distance from the cities. There are also indications that improved public transportation might make park facilities more accessible, although it is true that none of those interviewed said that they themselves would take the bus.

1. This was not an hypothesis tested in this study.

Education and Information

A quick survey of those activities already provided by the Park District shows that many of the activities demanded by minority residents are already provided by the District. This suggests that in addition to the obstacles described above, many minority residents are clearly unaware of the activities of the Regional Park system, and it is possible that much of the present non-use is due to the lack of knowledge of existing facilities. In fact, many respondents were not able to cite the names of major Regional Parks before seeing a map. The implications of this finding are that far more effort must be made to promote park facilities and to educate minority people about these public services; this may be especially true in schools, where children of minority families would not have received the same introduction to the park system from their own parents which others might have. Information is power; the Park District must perhaps pay more attention to promotional aspects of its program.

Summary

Needs and demands are unmet because minority citizens cannot find what they want in parks, because parks are too inaccessible, perhaps too expensive, because there is unawareness of available facilities, and because park experiences are sometimes unpleasant. The Park District, by itself, cannot expect to deal with the general inequities of society, but it can insure at least that it does not contribute to them by addressing park-related problems identified in this study. A solution to these problems may involve new and different approaches to acquiring, operating and managing regional parklands, new methods which are compatible and relevant to this important minority constituency.

CONCLUSIONS

The study findings and implications suggest several actions which the East Bay Regional Park District might take to make the parklands more meaningful and accessible to members of minority groups.

These conclusions fall into two categories: specific proposals for the five urbanized localities, and general suggestions for overall park operation and management. Those general suggestions include:

- (1) Encourage minority attendance and participation in the Master Plan Public Hearings through radio and television ads, through school assembly announcements, and through the press.
- (2) Investigate alternative financing methods in order to eliminate parking, camping, and swimming fees to encourage use by low-income residents.
- (3) Design leaflets to be distributed in minority neighborhoods; obtain space in minority publications and advertise on radio television to promote park opportunities.

In the summer, hold free concerts at which staff members distribute park literature and show films of park activities.

- (4) Develop and effect a minority job training and hiring program. Insure that "Affirmative Action" programs are maintained for all park projects.
- (5) Explore the possibility of a bus shuttle service to parks on weekends. This service should be introduced with a heavily advertised series of concerts and picnics.
- (6) Impress park rangers with the importance of improved relations with minority park users.

The following specific conclusions are drawn for each of the five communities surveyed.¹

1. Cf. maps in Appendix 12.

- For BERKELEY - Provide amusements and play areas for children in such parks as Chabot, Alameda Beach, Roberts, etc. Provide larger barbeque pits and more picnic tables in Tilden, Temescal, Chabot, Wildcat Canyon. Provide swimming access at a newly acquired site in the western part of the district.
- For OAKLAND - Advertise the camping facilities at Sunol, Del Valle, and Chabot, develop campsites at other new parksites. Work with local agencies or provide public golf courses in the western part of the district (except Tilden or Chabot). Develop ball fields around Kennedy Grove, Roberts, and Don Castro. Build a floor for folk and rock dancing at Roberts or Tilden.
- For HAYWARD - Promote trails and picnicking in Regional Parks in northern Alameda County. Expand picnic opportunity in southern Alameda County Regional Parks.
- For PITTSBURG - Promote fishing at Pinole Point and provide fishing in Regional Parks in Contra Costa County. Improve landscaping at Contra Loma (provide more trees). Acquire additional new northern Contra Costa County site and provide tennis and basketball courts, ball field, and swimming. Increase picnic facilities at Kennedy Grove and Las Trampas. Promote Redwood, Roberts, Temescal, and Shadow Cliffs facilities.

For RICHMOND - Develop ball fields and basketball courts at Kennedy Grove, Wildcat, or Tilden. Design diversions for children at some of the parks mentioned above (excluding Tilden). Develop some of Suisun Bay and San Joaquin River for swimming and boating.

As a preliminary step, both these general and specific findings and conclusions should now be applied to the sites recommended by the OVERVIEW Corporation in its "Recommended Master Plan for the East Bay Regional Park District". The minority interest in these sites must be seen as vital criteria for determining acquisition priorities which the Park District will be establishing over the next few months as it reshapes and further enlarges its commitment to the community's outdoor recreation needs.

A final conclusion is that a larger study should now be undertaken, patterned on this pilot project but with a larger and more scientifically chosen sample. This more extensive project would both test the conclusions of this initial survey, and explore ways of implementing its conclusions.

Such an expanded survey might be done in conjunction with the planning process now taking place for the Golden Gate National Recreation Area. This major Marin County facility, to be acquired and maintained by the Federal government, must be designed and made accessible to all residents of the Bay Area, and the opinions of the region's minority citizens will, therefore, be crucial to the success of this commitment.

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APPENDICES

APPENDICES

- *1. ● Questionnaire and Respondent Information Form
- 2. ● You're the Director, Game Instructions
- *3. ● Answer Analysis Sheet (or questionnaire analysis)
- *4. ● Map indicating presently pursued leisure activities
- *5. ● Location of Parks now used, a computer print-out
- 6. ● Respondent's Recommended Facilities to Meet Minority Demand
 - Park Demand Summary - Charts showing basic questionnaire findings
- *7. ● Map showing Willingness to Travel, by Location
- *8. ● Computer print-out of Barriers: Identified by Location
- 9. ● Pie diagram of Park Preferences expressed in the Game
- 10. ● List of park items contained in You're the Director, A Regional Parks Game
- *11. ● Graphs indicating Park Preferences as expressed by game players
- 12. ● Maps indicating suggested facilities to be placed within reasonable travel radii of the five cities surveyed.

* These Appendices will be supplied on request only.

APPENDIX 2

You're the Director:

A Regional Parks Game

INSTRUCTIONS

"You're the Director":

A Regional Parks Game

Player Information

Player's name:

Full Address

Ethnic origin or group association:

Length of time in Bay Area:

Occupation:

Number of People (outside of family) who played game:

Date received game:

Time to play game: _____ hours over _____ days

Comments:

PLEASE RETURN THIS SHEET WITH YOUR CHOSEN GAME SQUARES TO ABAG WITHIN FIVE DAYS.

Thank You.

PURPOSE

The purpose of the Regional Parks Game is to identify low income and minority demands for various park open space and recreational items.

The Regional Parks Game is designed to elicit the recreational preferences of low income and minority residents by focusing on community leaders and opinion reflectors as "players" charged with the responsibility of spending unmarked public funds.

Special emphasis is being placed on regional or major parks (not neighborhood) because the East Bay Regional Park District wants to reflect this demand in the new Parks and Open Space Master Plan that is presently being developed.

PLAYERS INSTRUCTIONS

Each player of the Regional Parks Game assumes the role of the Director of EBRPD. Some park land has recently been purchased and the finance department has discovered an extra \$2,000 with which you may purchase more land, maintenance services, facilities, and transportation for these new parks. It is important to recognize that you are a REGIONAL Parks Director whose main constituency is your neighborhood, but whose job is to consider park users from all of Alameda and Contra Costa Counties.

Although you have a pretty free hand in choosing how to spend the \$2,000, there are restrictions.

There are only 5 types of park land which can be considered:

Neighborhood Recreation Area (Brown) - This is a nearby park servicing mainly people in the immediate community. It provides opportunities such as basketball, picnicking, paths for bicycling, etc. This type park is similar to Roberts Recreation Area.

Inland Active Park (Gold) - This is a large park within 60 minutes ride servicing people from both Alameda and Contra Costa counties. The park has a lake and can support a large number of activities like baseball, archery, sail-boating, walking, etc. This park is similar to Tilden Regional Park.

Inland Wilderness Park (Green) - This is a large park a bit further than 60 minutes ride from your neighborhood, servicing both counties. It provides for such activities as camping, fishing, hiking, canoeing, etc. It resembles Sunol Regional Park.

Bay Shoreline (Orange) - This park is within 60 minutes ride from your neighborhood and services water-lovers from the two counties. It provides for fishing, sunbathing, swimming, a marsh preserve, etc. It would be similar to Alameda Beach.

Waterfront (Blue) - This park land would be developed within 30 minutes of your neighborhood. It would provide powerboating, a ferry service, a commercial section, waterfront promenades, etc. It would most resemble Jack London Square.

Each color or type park has duplicate sets of acquisition items, maintenance items, facility items and accessibility items (except for the Neighborhood Recreation Area). Each item is listed on a perforated sheet with its cost.¹

Therefore, if a player wished to purchase an acre of Bay Shoreline and 2 Waterfront power boats, he or she would tear off one of the Orange (Bay Shoreline) squares marked: "1 acre of shoreline \$500" and the 2 Blue squares marked: "Power Boat \$100 (Rental at \$1.50/hr)."² The player would have spent \$700 of the allotted \$2,000.

1. See Game Format attached.

2. Note, you can buy up to two and no more than two of each item

IN SPENDING THE \$2,000, YOU MUST PURCHASE AT LEAST 3 ACQUISITION ITEMS;
3 MAINTENANCE ITEMS; 10 FACILITY ITEMS; AND 1 ACCESSIBILITY ITEM.

You may spend all of the money on one type park (although this should be unlikely, since you are a Regional Parks Director) or you may spread out your purchases in some fashion.

MAKING CHOICES

After consultation with friends, family and neighbors, the "Director" might wish to write down the choices. He should then tear off the appropriate squares and mail them to ABAG in the envelope provided. Be sure that your total equals \$2,000 and that you have the minimum number of acquisition (3), maintenance (3), Facilities (10), and accessibility (1) items.

PLEASE FILL IN THE "PLAYER INFORMATION SHEET" AND MAIL IT IN WITH YOUR COLORED SQUARES.

The game should take about 3 days to play. ABAG NEEDS YOUR CHOICES WITHIN FIVE DAYS OF YOUR RECEIPT OF "YOU'RE THE DIRECTOR."

ABAG REPORT

The ABAG report will not identify any Player with a specific answer. The report will simply list the names of those who participated in the study.

Each player will get an early copy of the ABAG report.

Thank You.

GAME FORMAT

Players will receive color-coded perforated sheets with separate squares for each item (in duplicate).

For example, part of the Inland Wilderness Park sheet would have the following:

Color-Green <u>Acquisition</u> 1 acre of lake \$25	Color-Green <u>Maintenance</u> Park Promotion \$25	Color-Green <u>Facilities</u> 1 acre Open Pasture \$5
Color-Green <u>Acquisition</u> 1 acre of land \$15	Color-Green <u>Maintenance</u> 1 Security Police \$35	Color-Green <u>Facilities</u> Canoe (Rent \$.50/hr) \$15

APPENDIX 6

RESPONDENT'S RECOMMENDED FACILITIES TO
TO MEET MINORITY DEMAND

SUGGESTED AGE GROUPS		0 - 9	10 - 17	18 - 20	21 - 60	61
ALL RESPONDENTS	Playgrounds		Team Spts.	Swim	Picnic	
	gms. 51%		Swim	Party & Dance	Areas 22%	Benches & 20
	Swim 15%		Bicycling	fac., Rec.	Camping 5%	OS
				Cntr. Team	Fishing 5%	Picnic 14%
				Sports (field)	Rec. 5%	Party & 5
					Cntr.	Dance
						Game
						Tables
DEVIATIONS FROM THE NORM						
Age:						
20-30		Arts &				
		Crafts				
31-40						
41-50						
51 -						A&C, Camping,
						Fishing, and
						nature Study
Family Size:						
1		Fishing				
2						
3-4						
5		Camping		Camping		
Race:						
Black		Camping		Fishing		
		(Oak)				
Latino						
Location:						
Berkeley			Rec. Cntr. 25%			Picnic 37%
Oakland			Party 23%			
			& Dance			
			Fields 23%	Camping		Camping 15%
Hayward			Swim 18%			
			Music, 18%			
			& Movies			
Pittsburg			Swim 33%			
			Fields, 22%			
Richmond	Nature		Picnic area 20%			Fishing 18%
	Studies		Rec.Cntr. 20%			Rec.Cntr. 18%

PARK DEMAND SUMMARY

ALL RESPONDENTS
and minority
community

PRESENT USE

(*hiking)
(camping)
(beach)
fishing, boating,
team sports

LATENT DEMAND

*hiking, golfing
*fishing, boating,
picnicing, camping
swimming, arts and
crafts

RECOMMENDED FACILITIES

*swimming party areas
ballfields dancing
recreation center
picnic areas
kiddie play areas
benches

MAJOR DEMAND CONCLUSIONS

swimming (pool/beaches)
hiking
picnicing
fishing, boating
ballfields
camping

(WHERE DEVIANT)

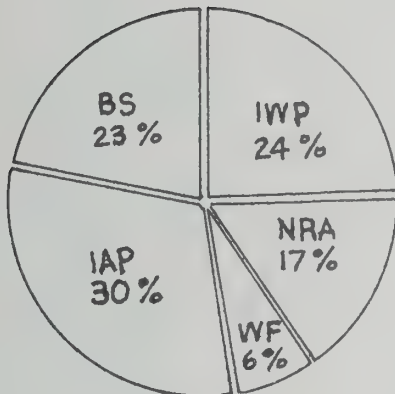
Blacks	(camping) (fishing)	*golfing tennis	*camping	camping golfing
Latinos	(hiking)	beach, *swimming horseback riding *picnicing hunting		swimming picnicing
Spanish	picnicing and parties	*swimming	*picnic areas	swimming picnic areas
Oakland		*golfing	camping *ballfields *dance areas	camping golfing ballfields dance areas
Hayward	*hiking	*swimming arts and crafts	*music, movies *swimming	hiking swimming, tennis ballfields
Pittsburg	fishing	*fishing, boating *tennis	*swimming *ballfields	fishing, boating swimming, ballfields tennis
Richmond		fishing, boating hunting	*rec. center picnic areas fishing	fishing, boating rec. center

* High preference

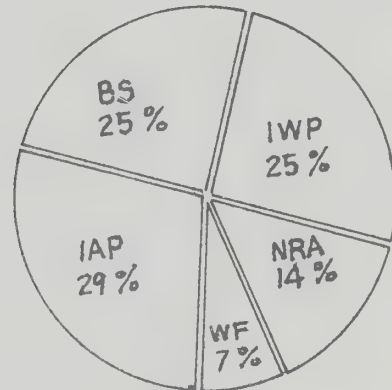
() Wilderness activities only mentioned when requested
specifically

APPENDIX 9

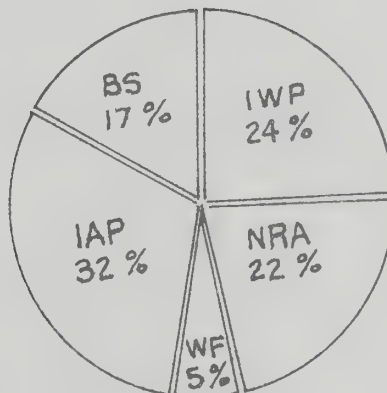
PARK PREFERENCES INDICATED BY GAME RESULTS



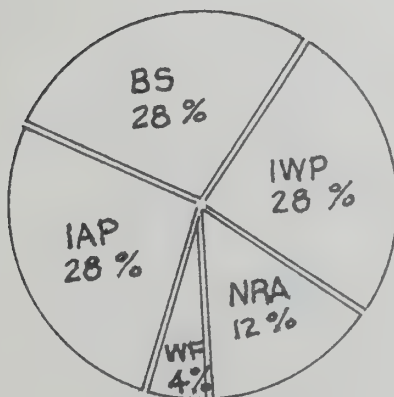
Totals



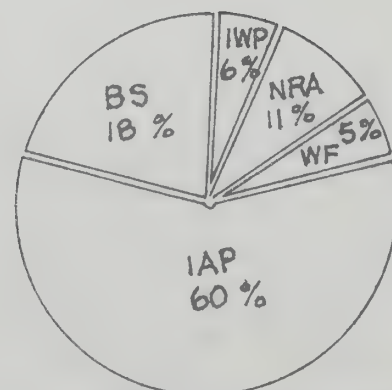
Blacks



Latinos



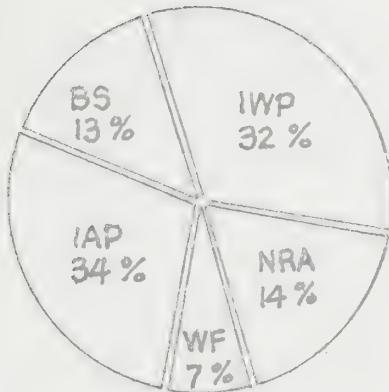
Asians



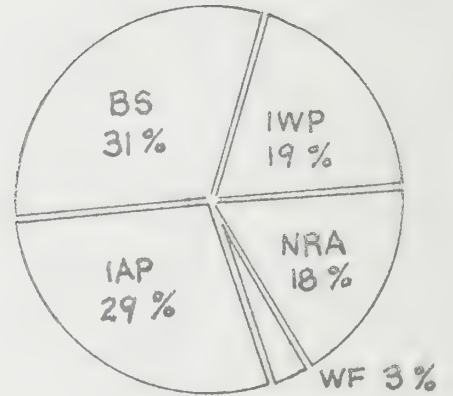
Native Americans

BS Bay shoreline
IWP Inland wilderness park
NRA Neighborhood recreation area
WF Waterfront
IAP Inland active park

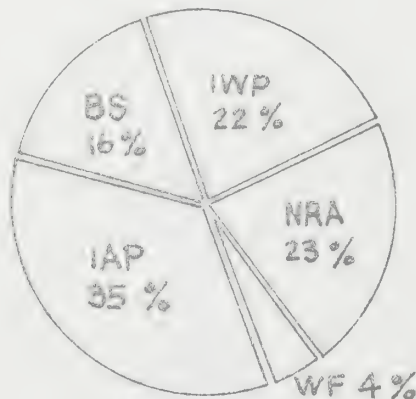
PARK PREFERENCES



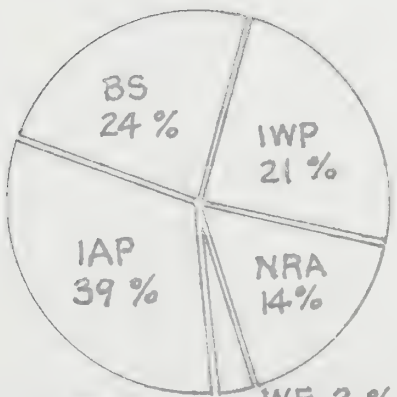
Berkeley



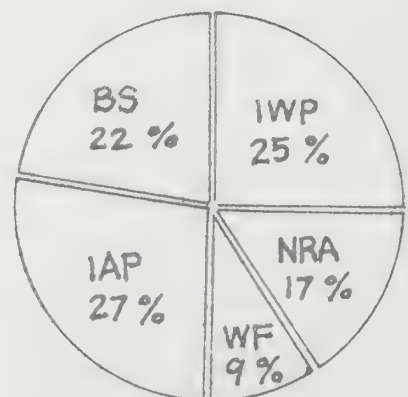
Oakland



Hayward



Pittsburg



Richmond

BS Bay shoreline
 IWP Inland wilderness park
 NRA Neighborhood recreation area
 WF Waterfront
 IAP Inland active park

APPENDIX 10

YOU'RE THE DIRECTOR

(A REGIONAL PARKS GAME)

NEIGHBORHOOD RECREATION AREA (BROWN)

(18 items)

● Acquisition

\$200	1 acre bare land within 30 minutes of home
\$275	1 acre bare land within 15 minutes of home
\$300	1 acre with trees within 30 minutes of home

● Maintenance

\$150	2 park security police (1 year)
\$140	2 grounds' keepers (1 year)
\$150	2 person recreation staff (1 year)
\$ 5	Night lighting fixtures (lights on from 7:30 P.M. - 10:00 P.M)

● Facilities

\$ 10	Picnic grounds (equipment)
\$150	Swimming pool and bathhouse (new)
\$ 20	Kiddie Playground (new)
\$ 25	Baseball and softball facilities
\$ 50	Tennis courts
\$ 10	Garden space
\$ 10	Bicycle paths
\$ 25	Basketball courts
\$ 5	Concrete checkerboard/card tables
\$ 5	Park benches
\$ 5	Horseshoe pits and volleyball courts

INLAND ACTIVE PARK (GOLD)

(34 Items)

● Acquisition

\$ 25	1 acre of land
\$ 50	1 acre of lake
\$ 15	1 acre basic landscaping costs

● Maintenance

\$125	2 park security police (1 year)
\$120	2 grounds' keepers (1 year)
\$125	2 person naturalist staff
\$ 25	Park promotion (acquaint community with park facilities)

● Facilities

\$ 20	Small children's play areas
\$ 10	Picnic Grounds
\$150	Swimming beach and bathhouse
\$ 50	Fish-stocked lake
\$ 15	1 mile bicycle paths (paved)
\$ 15	1 mile motor bike trail
\$100	Outdoor amphitheatre (for concerts, plays and festivals)
\$ 15	Archery equipment and area
\$ 75	Riding horses and stables
\$ 50	Day camp
\$150	Skeet shooting (Rifle and pistol range)
\$ 25	Sail boat for rental (75¢ per hour)
\$ 50	Ball field (baseball and softball, football and Soccer)
\$ 50	Tennis court
\$350	Golf course (18 holes)
\$ 10	1 mile jogging and walking paths
\$ 15	Field landscaped for model airplane flying
\$250	Small amusement park (merry-go-round, pony rides, etc)
\$ 50	Scuba diving equipment and facilities (for 2 at \$1.50/hr)
\$350	Zoo
\$ 10	Nature Study Area

● Accessibility

\$100	Provide bus service to the park from your neighborhood (\$.50 round trip)
\$250	Improve road system within park making all activities accessible by auto
\$100	Develop limited park road system in park primarily for mini-bus service
\$ 25	1 park mini-bus
\$250	Develop 5 scattered parking areas
\$ 75	Develop central parking lot

INLAND WILDERNESS PARK (GREEN)

(25 items)

● Acquisition

\$ 15 1 acre of land
\$ 25 1 acre of lake

● Maintenance

\$ 35 1 Park Groundsman (1 year)
\$ 35 1 Security Police (1 year)
\$ 25 Park promotion (acquaint community with park opportunities)
\$ 35 1 Park Naturalist (1 year)

● Facilities

\$ 10 1 mile Nature observation trails (key natural features marked)
\$150 Nature Studies Cent. (classes, library, etc)
\$ 15 Campsite
\$ 20 Overnight Cabin
\$ 5 1 mile wilderness trail
\$125 1 mile scenic drive
\$175 Wildlife Preserve
\$ 15 Row boat (to rent; 50¢ per hour)
\$ 50 Fish-stocked lake)
\$ 5 1 mile mountain path
\$ 5 1 acre open pasture
\$ 10 Picnic Area
\$250 Subsidized farm which is open to visitors
\$ 15 Canoe (to rent; 50¢ per hour)
\$ 5 1 acre unblazed (no trails) woods and mountains

● Accessibility

\$200 Improve highway system to the park
\$100 Provide bus service (50¢ round trip) to the park
\$ 75 Develop 3 Fringe Park Areas
\$200 Develop parking area; bus station, motel

● Acquisition

\$500	1 acre of bare shoreline within 30 minutes of home
\$200	1 acre of shoreline with trees within 60 minutes of home

● Maintenance

\$ 50	2 Park Groundsmen (1 year)
\$ 50	2 Park Naturalists
\$ 60	6 Lifeguards (6 months each summer)
\$ 50	2 Security Guards (1 year)

● Facilities

\$150	Wildlife Preserve
\$ 10	Fishing pier
\$ 5	1 mile hiking trails
\$ 15	1 mile motor bike trail
\$100	Boat for Bay fishing (rental; \$2.00 per hour)
\$ 50	Scuba diving equipment
\$ 15	Campsite
\$100	Swimming beach with bathhouses
\$300	Zoo
\$ 15	1 mile bike trails (paved)
\$ 15	Marsh Preserve
\$ 10	Refreshment stand
\$ 10	Boat dock
\$ 10	Picnic facilities
\$ 5	Special kiddie swim area
\$ 25	1 sail boat (rental: 75¢ per hour)
\$ 10	Sail Boat Launch

● Accessibility

\$200	Improve highway system to the beach
\$100	Provide bus service (50¢ round trip) to the beach
\$200	Provide bus station and motel, parking lot
\$ 75	Develop 3 scattered parking lots

WATERFRONT (BLUE)

(20 items)

● Acquisition

\$250	1 acre of waterfront property
\$300	1 acre basic development cost
\$200	1 acre green park

● Maintenance

\$ 75	1 street sweeping crew/week for (1 year)
\$150	2 city patrolmen (1 year)
\$100	Trash and garbage pick-up twice/week (for 1 year)

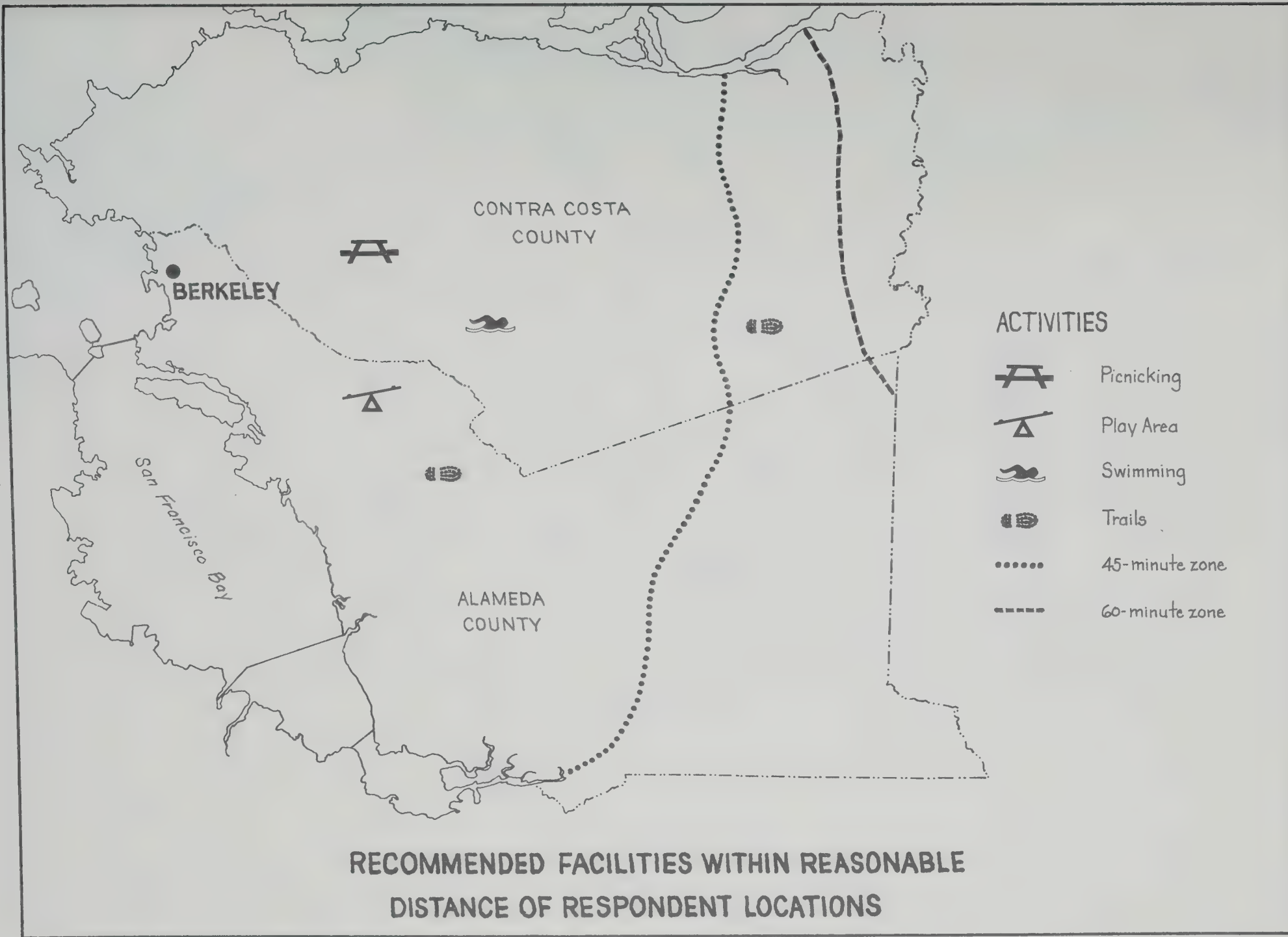
● Facilities

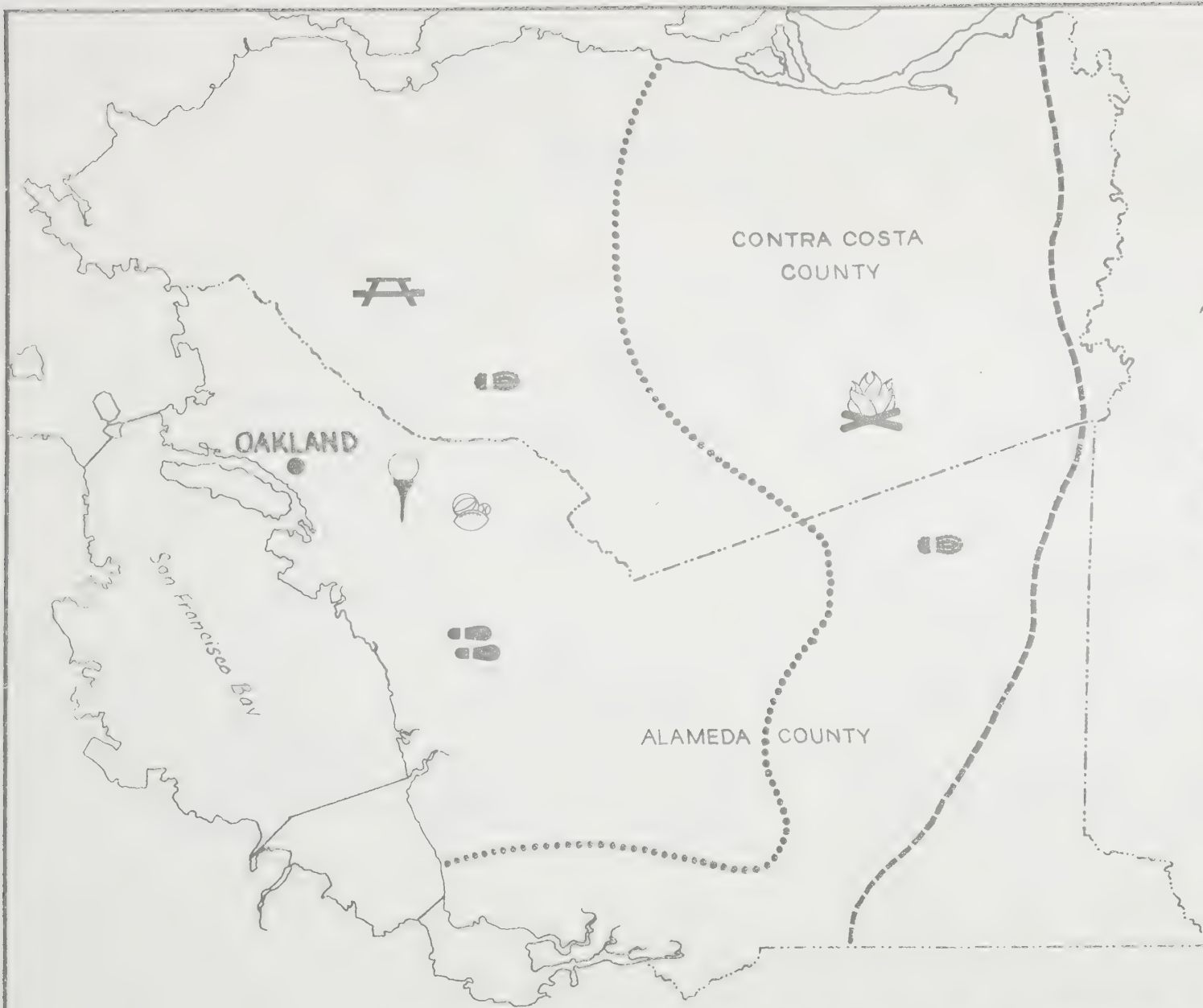
\$ 25	1 mile water front promenade
\$100	Power Boat (rental \$1.50 per hour)
\$350	Floating Amusements and entertainment
\$150	1 restaurant (site leased by city)
\$100	1 clothes store (site leased by city)
\$325	Small amusement park
\$ 25	Marina berth
\$ 75	1 craft shop (site leased by city)
\$ 50	Ferry service/yearly
\$100	1 movie theatre (site leased by city)
\$150	1 night club (site leased by city)
\$150	Green park with fountains, gardens, benches, etc.

● Accessibility


\$100	Provide transit service (25¢ round trip) from your neighborhood
\$100	Develop 3 scattered parking facilities

APPENDIX 12

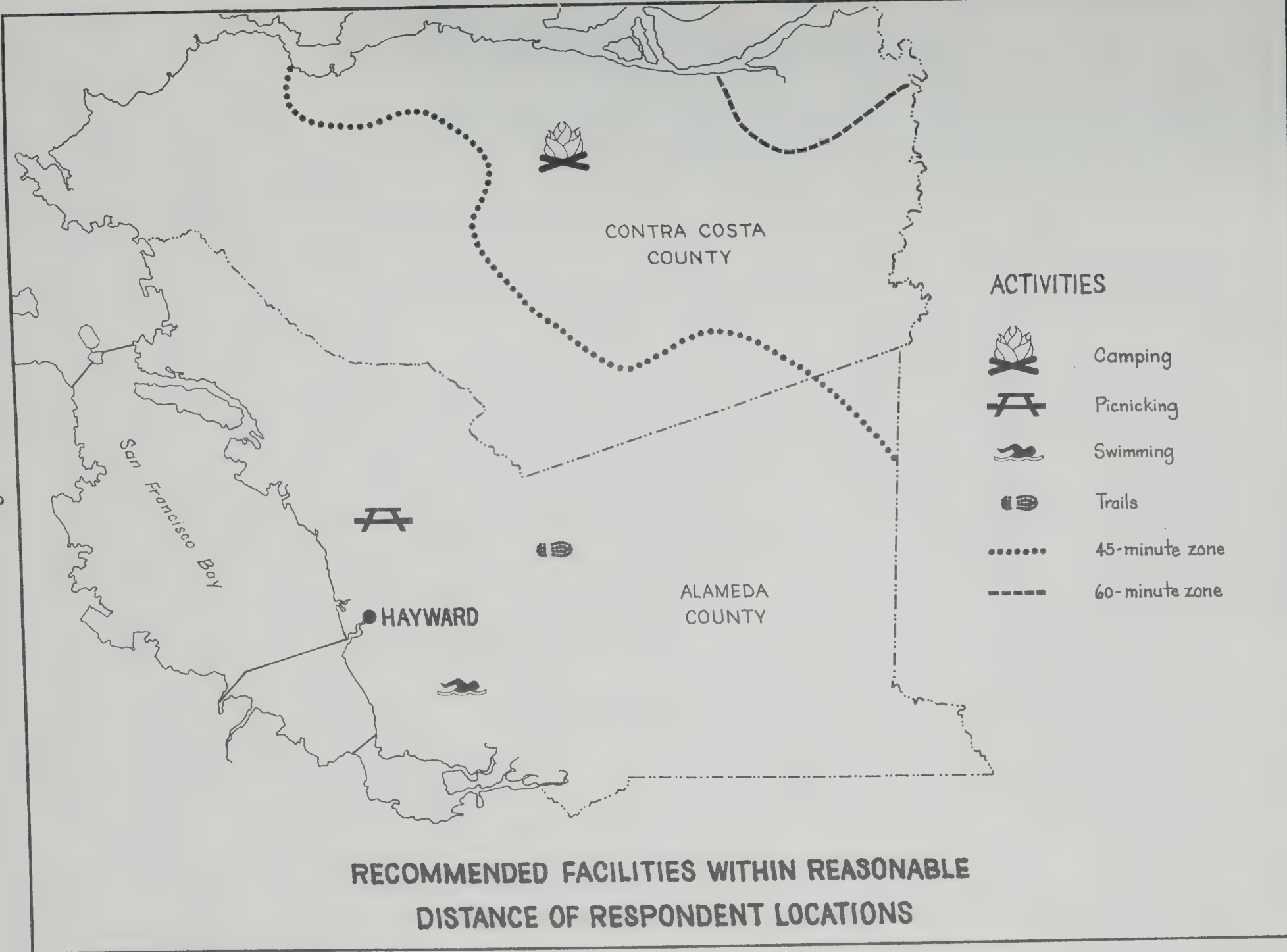


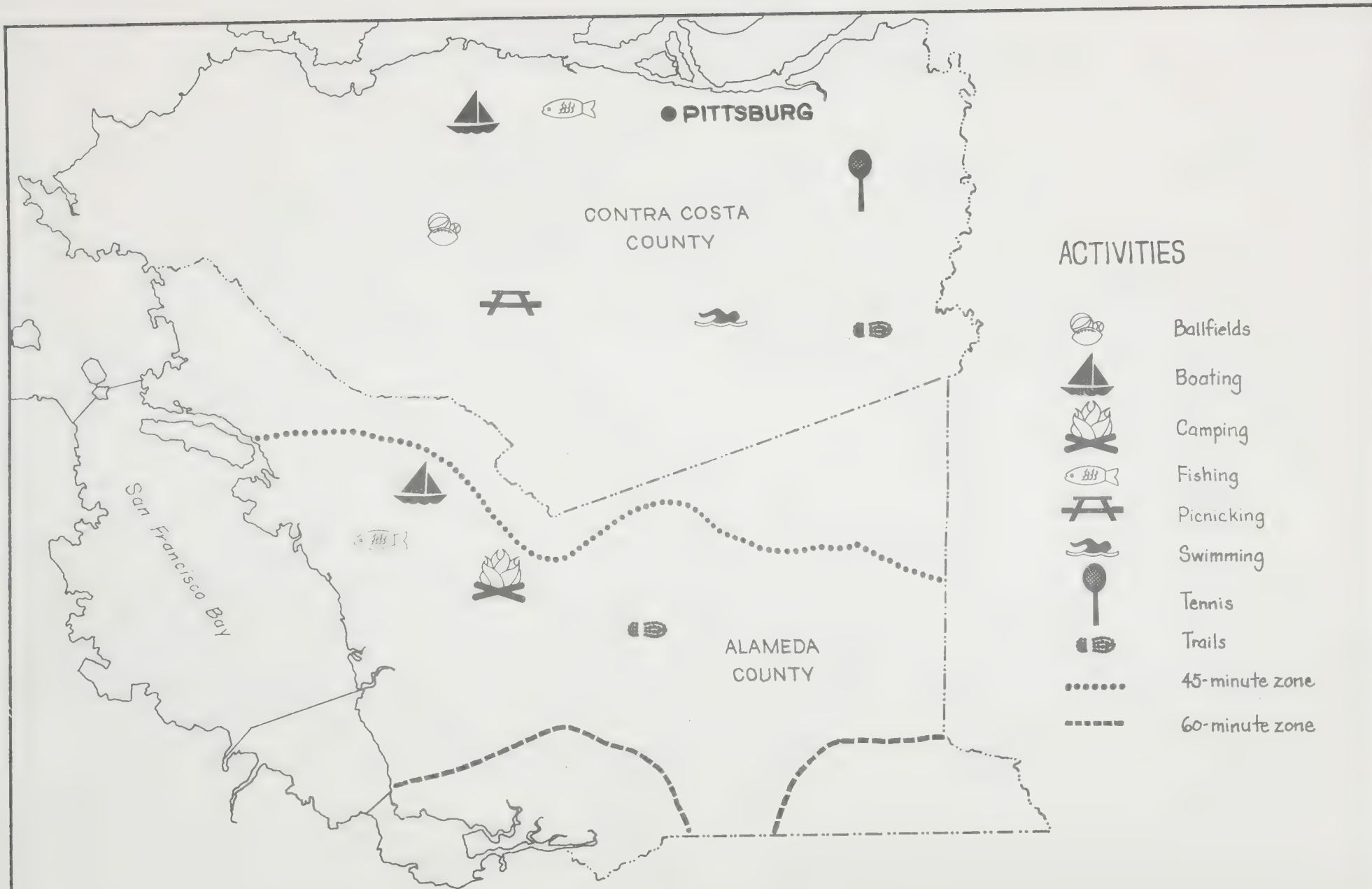


ACTIVITIES











-  Ballfields
-  Camping
-  Dancing
-  Golf
-  Picnicking
-  Trails
-  45-minute zone
-  60-minute zone

RECOMMENDED FACILITIES WITHIN REASONABLE
DISTANCE OF RESPONDENT LOCATIONS

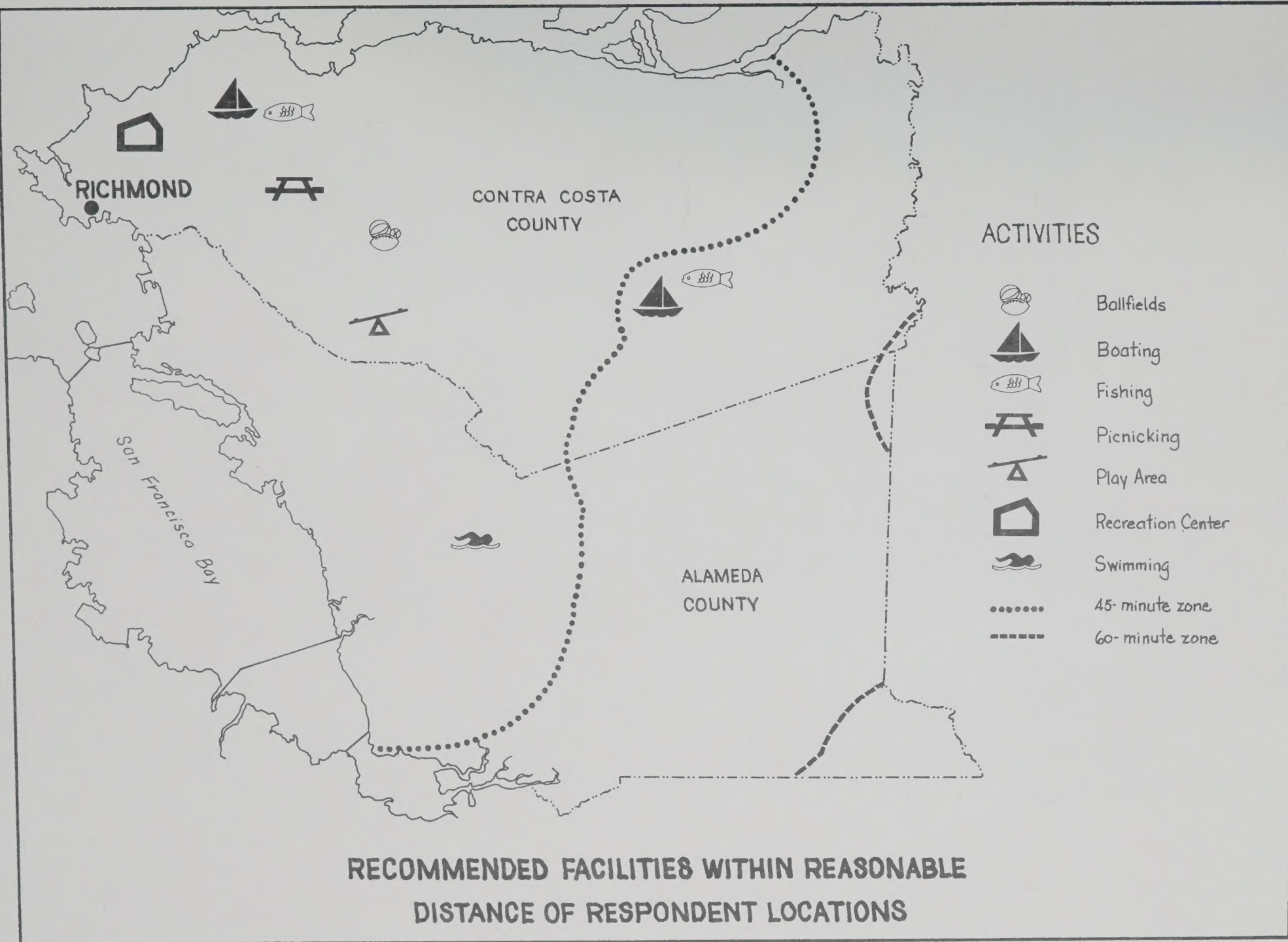




ACTIVITIES

- | | |
|---|----------------|
|  | Ballfields |
|  | Boating |
|  | Camping |
|  | Fishing |
|  | Picnicking |
|  | Swimming |
|  | Tennis |
|  | Trails |
|  | 45-minute zone |
|  | 60-minute zone |

**RECOMMENDED FACILITIES WITHIN REASONABLE
DISTANCE OF RESPONDENT LOCATIONS**



**RECOMMENDED FACILITIES WITHIN REASONABLE
DISTANCE OF RESPONDENT LOCATIONS**

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